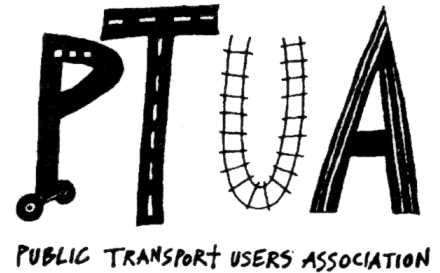


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Dear Councillor

Queen Victoria Market Redevelopment Project

The Public Transport Users Association has taken the opportunity to review the public transport services available in the vicinity of the Queen Victoria Market, having regard for the proposed redevelopment of the Market precinct.

We would therefore recommend that you take these matters into account in the redevelopment of the precinct and also having regard for the potential increase in the residential population and expanding commercial activity in this part of the City of Melbourne.

We would be pleased to discuss these issues with you at your convenience.

Yours sincerely,

Tony Morton
President

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Queen Victoria Market Redevelopment Project

Submission by the Public Transport Users Association to the City of Melbourne

The Public Transport Users Association has considered the potential transport implications of the major proposed redevelopment of the Queen Victoria Market, as reflected in the Master Plan. In doing so we have, to the degree practicable, had regard for the current transport arrangements, the likely impact of a major increase in the scale and scope of activity at the Victoria Market, and the possible consequences of relevant Victorian government transport policies and programs.

City of Melbourne approach to transport

A key direction of the City of Melbourne's *Transport Strategy 2012: Planning for Future Growth* is to "Support public transport, walking and cycling as the dominant modes of transport in inner Melbourne." (Key Direction, *Transport Strategy 2012*, p. 6). The City of Melbourne also seeks to "optimise the city's streets as 'high mobility streets' for the new generation of tram services" and to "develop a Road Network Operating Plan for the municipality that will enable future mobility growth to be serviced mainly through tram, bus, walking and cycling." (*Transport Strategy 2012*, p. 8)

These are highly admirable and important ambitions which will need to be achieved if Melbourne is to be a sustainable and efficient metropolis.

In concrete terms, the City of Melbourne forecast the number of weekday trips to, from and within the City to increase from 2,072,137 in 2009 to 3,339,225 in 2030, an increase of about 61%. The actual mode share in 2009 and the target mode share in 2030 are shown (with trip numbers included in brackets) in Table 1 below. Major increases in the mode share by sustainable transport modes are targeted together with a reduction in the absolute number of trips to be taken by motor vehicle.

	2009	2030
Walking	20% (400,598)	30% (1,001,766)
Cycling	4% (81,534)	10% (333,922)
Private car	39% (833,729)	20% (667,844)
Public transport	36% (756,276)	40% (1,335,688)
Total trips	2,072,137	3,339,225

Table 1: Trip mode share, 2009 and 2030

Source: *Transport Strategy 2012: Planning for Future Growth* (City of Melbourne), p. 15

For these mode shares to be achieved the use of the road network will need to change significantly in the whole of the City which, with some exceptions, is currently devoted to high levels of private motor vehicle use.

Current motor vehicle use of the road network in proximity to the Queen Victoria Market

As shown in Table 2 below the most recently released VicRoads traffic volume information for the period 2003 to 2013 shows that for major road segments in and around the Queen Victoria Market there has, if anything, been an overall decline in motor vehicle traffic in the last ten years.

Road segment	Average daily traffic volumes 2003	Average daily traffic volumes 2013
<i>Dudley Street between King Street and Peel Street</i>		
Eastbound	13,000	10,000
Westbound	13,000	10,000
<i>Peel Street between Dudley Street and Victoria Street</i>		
Northbound	17,000	16,000
Southbound	16,000	16,000
<i>Victoria Street between Peel Street and Elizabeth Street</i>		
Eastbound	10,000	8,800
Westbound	10,000	10,000
<i>Elizabeth Street between Queensbury Street and Victoria Street</i>		
Northbound	13,000	12,000
Southbound	15,000	12,000

Table 2: Average daily traffic volumes near Queen Victoria Market

Source: <https://www.vicroads.vic.gov.au/traffic-and-road-use/road-network-and-performance/road-use-and-performance>

This is comforting as it is reflective of efforts made so far to increase sustainable transport in the City of Melbourne and is broadly sympathetic with the City of Melbourne's objectives, enunciated in the *Integrated Transport Strategy* (2012), for a much greater proportion of the passenger transport task to be shouldered by sustainable transport modes, rather than the private motor car.

In this respect, the City of Melbourne is far more favourably positioned than other large activity centres in the Melbourne Metropolitan area, such as Chadstone Shopping Centre and Melbourne Airport, that are highly car dependent and are suffering growing road congestion as a consequence. The major transport challenge for the City of Melbourne, as

shown in Table 1, is that the city is expected to grow substantially, and will be required to cater for increased numbers of daily visitors as well as local residents.

Whether these objectives are to be achieved, however, will depend heavily on the necessary deployment of transport infrastructure and services within the next few years as these increased travel requirements materialise and whether or not development and redevelopment projects such as the Queen Victoria Market are properly integrated with the necessary transport capability.

In this respect, the Queen Victoria Market alone constitutes a major transport destination, with an estimated 40,000 visitors on busy days and 10 million visitors annually (Queen Victoria Market Renewal Strategic Brief, February 2015, p. 104). The recently introduced summer market, which has seen daily visitor numbers of 50,000 over five hours of trading, provides an indication of the growth in visitor numbers that might be expected from new initiatives to arise out of the renewal project.

"Spending up big at the market still means filling the boot"

According to the *Queen Victoria Market Precinct Strategic Brief* (February 2015), p. 140 "car arrivals (at the Market) spend much more, across the board, than public transport arrivals" with the perceived challenge being: "How do we maintain loyal customer spending while encouraging sustainable transport options?"

We surmise that food retailing is expected to continue to comprise a significant proportion of a growing sales volume at Queen Victoria Market and that given its relatively bulky nature it may be thought to be more amenable to transport by motor vehicle.

However, this view should be seriously tempered by the recognised potential of wheeled luggage (shopping trolleys and such like) to substitute for private motor vehicle trips when used by market patrons in conjunction with suitable public transport.

Tram services

The proposed relocation of the tram stop on Elizabeth Street, as outlined in the *Queen Victoria Market Renewal Master Plan* (p. 29), from the intersection with Victoria Street to south of Therry Street is especially problematic as it would make the tram stop more remote for most visitors to Queen Victoria Market.

The quality of tram services available to market patrons is an issue. These include Route 57 (West Maribyrnong to Flinders Street) on Elizabeth Street and Victoria Street; Route 59 (Airport West to Flinders Street) on Elizabeth Street; Route 19 (North Coburg to Flinders Street) on Elizabeth Street; and Route 55 (West Coburg to Domain Interchange) on Peel Street and William Street.

Neither route 57 or route 59 are yet serviced by low-floor trams which are most amenable to the use of wheeled luggage or for individuals carrying larger loads of shopping. Most if not all of the Route 19 trams are now low-floor with fifteen D-Class trams having been

recently introduced on the route. All of the Route 55 trams are high-floor, but it is anticipated that all services on the route be low-floor by the end of 2015. It is expected that the whole tram fleet will be low-floor within fifteen years.

It would greatly assist in meeting the City of Melbourne's mode shift targets if low-floor trams were introduced on all these services, not only for patrons of the Queen Victoria Market but also more generally in the City of Melbourne. It should also be noted that additional platform stops on the tram network, and especially route 19, would also significantly improve accessibility.

In addition, it is currently not possible to operate tram services on the east-west axis on Victoria Street and Victoria Parade because there is no track between Swanson Street and La Trobe Street. Direct services along this corridor would be a major benefit for patrons of Queen Victoria Market who currently have to use less direct services to access the market. It would also be of significant benefit if these services were to extend in a westerly direction to North Melbourne railway station, which is a major hub for northern and western suburban rail patrons.

Route bus services

Route bus services have an important role to play in inner suburban Melbourne to complement tram and rail services. For example, we have witnessed the outstanding success in recent years of the 401 bus service between North Melbourne station and the University of Melbourne. That there is substantial scope for additional route bus services of this character needs to be borne in mind in the provisioning for bus services at Queen Victoria Market.

Currently seven route buses service the Queen Victoria Market, as listed below:

Route 220 (Sunshine to Gardenvale), seven day a week service.

Route 232 (Altona North to Queen Victoria Market), seven day a week service.

Route 234 (Garden City to Queen Victoria Market), seven day a week service

Route 235 (Fisherman's Bend to Queen Victoria Market via Williamstown Road), seven day a week service.

Route 236 (Garden City to Victoria Market via South Melbourne), Monday to Saturday service.

Route 237 (Fisherman's Bend to Queen Victoria Market via Lorimer Street), seven day a week service.

Route 546 (Heidelberg to Queen Victoria Market), off-peak five day a week service.

These services require turning access principally in Queen Street, Franklin Street, Peel Street and A'Beckett Street. This terminus capacity needs to be retained in the plans for the Queen Victoria Market with scope for further terminal expansion in the light of a likely increase in the number of services.

It should also be noted that greater consideration is now being given to terminating route bus services in the Melbourne CBD which had hitherto been "through" services which serve

suburban destinations on opposite sides of the Melbourne Central Business District. The primary motivation for this route redesign is to improve on-time running of these bus services.

Train services and Flagstaff station

The Flagstaff station on the City Loop offers the closest rail access to Queen Victoria Market, except for weekends when this station remains closed. Saturdays, in particular, are high volume trading days for the Queen Victoria Market, and it can be expected that patronage levels will increase significantly following the redevelopment of the market. Public Transport Victoria has recently advised that the Flagstaff station is to open on weekends later in 2015, although the opening date has yet to be announced.

The threat of additional motor traffic in the precinct: the proposed Western Distributor

On 30 April 2015 the Victorian government revealed that it had received a proposal from the toll road company, Transurban, to construct and operate a tolled six lane freeway to connect the West Gate Freeway to CityLink via a tunnel and an elevated road way above Footscray Road. The project would purportedly relieve pressure on the West Gate Bridge, improve truck access to the Port of Melbourne and reduce truck numbers in inner western suburbs. It is also proposed that there also be direct access into the Melbourne CBD. A claimed benefit of this element of the project is that it would permit traffic that originates in western suburbs and destined for the northern parts of the CBD or the inner northern suburbs to do so by avoiding travelling through the CBD via the Westgate bridge. As shown in Table 1, the traffic load on major roads in close proximity of Queen Victoria has not increased much, if at all, over the last decade. This is consistent with the City of Melbourne's plans to assert the pre-eminence of sustainable transport modes in the period up to 2030.

At this stage Transurban, which was tasked by the Victorian government to conduct public consultation on the proposed project, is unwilling to say either what their preferred route or routes are for entry into the CBD and what they believe the net effect on traffic volumes will be on roads in the CBD. Whilst Transurban suggests that the purpose of the project is principally to provide more direct access to the northern areas of the City of Melbourne for pre-existing road travel there is no question that if the project were to go ahead it would induce significant extra traffic into the City of Melbourne as well, including in the Queen Victoria Market precinct.

This would be inimical to the City of Melbourne's target to provide for greater shares of the trips to, within and from the City to be made by public transport, walking and cycling. And this effect is likely to be maximised if necessary enhancements to public transport, as outlined above, are not made.

Summary of recommendations

Given the importance of the current location of the Elizabeth Street tram stop at the intersection of Victoria Street the proposal included in the *Queen Victoria Market Renewal Master Plan* to relocate the stop to south of Therry Street should not proceed. The tram stop should remain in the current location.

Planned provision for route bus services at Queen Victoria Market should not diminish the functionality of the current terminal facilities and street access for route bus services. The facilities provided should anticipate increased future provision of bus services in the area.

In addition, the City of Melbourne should strongly advocate to the Victorian government for:

1. Low-floor trams be introduced on all services on the Peel Street/ William Street, Elizabeth Street and Victoria Street corridors as a matter of priority;
2. The provision of regular tram services on the Victoria Street/ Victoria Parade corridor from North Melbourne station in the west to provide for extended east-west services and to connect with existing northern and eastern suburban public transport services;
3. The Flagstaff railway station to be open at all times; and
4. Necessary improvements in public transport services from western suburbs to access the Melbourne CBD and inner northern suburbs. In this regard, Transurban's proposed Western Distributor proposal should be seen as a real threat to the City of Melbourne's objective enunciated in the *Transport Strategy 2012* for increased reliance on sustainable transport and reduced private motor vehicle use, especially in the northern CBD which includes Queen Victoria Market.